

Message Text

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AMCONSUL AUCKLAND
AMCONSUL BRISBANE
AMCONSUL MELBOURNE
AMCONSUL PERTH
AMEMBASSY PORT MORESBY
AMEMBASSY SUVA
AMCONSUL SYDNEY
AMEMBASSY WELLINGTON

UNCLAS CANBERRA 3524

SYDNEY ALSO FOR IMC

E.O. 11652: N/A
TAGS: BEXP, AS
SUBJ: IMC - MINI-OFFSITE EXHIBITIONS

REF: A) SYDNEY 895, B) STATE 09563, C) STATE 091897

1. SUMMARY: APPRECIATE IMC'S INTEREST IN SOLICITING VIEWS OF POSTS IN REGION CONCERNING MINI-OFFSITE CONCEPT AND PARTICULARLY THE FEE STRUCTURE FOR EXHIBITIONS. AS THE IMC CORRECTLY SUGGESTS, IT REMAINS TO BE SEEN JUST HOW MUCH FLEXIBILITY THERE IS IN THE CURRENTLY FIXED FEE STRUCTURE FOR NEW-TO-MARKET (NTM) (INCLUDING NEW-TO-EXPORT (NTE)) AND OLD-TO-MARKET (OTM) FIRMS GIVEN OMB'S STRONG INTEREST IN THE PROGRAMS. END SUMMARY.

2. WE HAVE BEEN IN DISCUSSIONS WITH ICA HERE (INCLUDING UNCLASSIFIED

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THE ICA AREA DESK OFFICER FROM WASHINGTON DURING HIS RECENT VISIT TO THE AREA) AND PARTICULARLY IN LIGHT OF USICA SUPPORT, ESPECIALLY REGIONAL SUPPORT OF STATE/COMMERCE EXPORT PROMOTION TECHNIQUES, AS OUTLINED IN USICA 04756. CURRENT INDICATIONS HERE FROM ICA ARE THAT THE MANDATE OF THE NEW AGENCY WILL BE TO MAINTAIN AT LEAST THE LEVELS OF SUPPORT FOR THESE PROGRAMS THAT WERE PART OF THE PREVIOUS

USIA GUIDELINES TO USIS OPERATIONS OVERSEAS. OF COURSE, THE CURRENT INTER-AGENCY DIALOGUE IN WASHINGTON ON DEVELOPING A NATIONAL EXPORT POLICY (STATE 095673) AND AT THE WORKING LEVEL ON NEW PROGRAMS SUCH AS THE NEW TAILORED EXPORT MARKETING PLANS SERVICE (TEMPS) AS OUTLINED IN STATE 091897, SUGGESTS THAT INPUTS FROM THE POSTS IN THIS REGION ON MINI-OFFSITE EXHIBITIONS WILL BE TIMELY FOR CONSIDERATION IN WASHINGTON. THIS IS ESPECIALLY SO FOR THE DIALOGUE WITH THE US BUSINESS COMMUNITY ON FEE STRUCTURES IN LIGHT OF WHAT BUSINESS COULD REASONABLY EXPECT IN TERMS OF OVERSEAS BUSINESS AUDIENCES AND THE DRAW TO MINI OFFSITE EXHIBITIONS, PARTICULARLY OF AGENTS/REPS, BUYERS, END USERS AND TECHNICIANS GIVEN THE MARKET POTENTIAL OF THE DISTRICTS IN WHICH MINI OFFSITES ARE TO BE HELD IN THE IMC REGION.

3. AS OF POSSIBLE ASSISTANCE TO THE DEPARTMENT IN ITS CONSIDERATION OF THE MINI OFFSITE CONCEPT, WE ARE FORWARDING A PAPER BY AIRGRAM TO THE DEPARTMENT AND TO ALL ADDRESSEE POSTS PERTINENT TO THE IMC'S FORWARD PLANNING PROGRAMS FOR SUCH MINI OFFSITE EXHIBITIONS IN COORDINATION WITH THE POSTS CONCERNED. THE PAPER INCLUDES DATA ON THE FOLLOWING SUBJECTS:

A) BOLSTERING NTM PARTICIPATION AND PERFORMANCE IN SUCH EXHIBITIONS

B) ANALYSIS OF REFINO TECHNIQUES

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C. EXAMINATION OF SERVICES TO NTM EXHIBITORS

D) PROS AND CONS OF INDUSTRY LEADERS PARTICIPATION:

- 1) TO ACHIEVE MAXIMUM QUALITY AND QUANTITY AUDIENCE DRAW FOR NTE-NTM PARTICIPANTS
- 1) PROPER OTM/NTM BALANCE.

4. THESE DATA MAY BE OF ASSISTANCE TO THE DEPARTMENT AND THE POSTS IN THE REGION AND THE IMC WHEN CONSIDERING PROPOSALS FOR MINI OFFSITES AND PARTICULARLY WITH RESPECT TO THE FEE STRUCTURES FOR NTM/NTE AND OTM EXHIBITORS AND WHAT THEIR EXPECTATIONS CAN REASONABLY BE IN THE REGIONAL MARKETS CONCERNED. ASPECTS OF ICA SUPPORT ARE INCLUDED. WE EXPECT TO REVIEW THIS SUBJECT WITH COMMERCE CMM DURING MAY E/C CONFERENCE.

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